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(54) Network controller for cable television delivery systems

(57) An apparatus for targeting advertising to at least one subscriber comprising a means for gathering programs watched data from a subscriber and a processor, operably connected to the gathering means, including a means for analysing gathered programs watched

data, a means for correlating the analysed programs watched data with at least one advertisement, and a means for selecting at least one correlated advertisement.

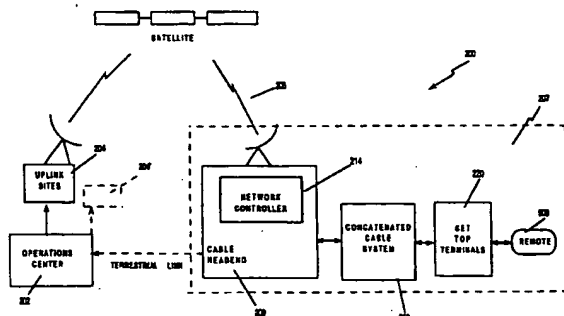


Fig. 1